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FOR - "SIDETALKS"
SEPT. 1900

TALKS

THE
Fountain Pen

ER SUBJECTS.

JANESVILLE, WIS., U. S. A., APRIL, 1900.

No. 22.



Pleasant thoughts and good friends
Belong to those who use "Parker Pens."



It is a real pleasure to us to send out our little booklet, "Side Talks," for in it we can have a little visit and talk to our many friends, on whom it would be impossible to call personally.

Thousands of these good friends we have never met, and yet we cannot but feel well acquainted with them.

As a matter of fact, we have tried to establish our business on a higher basis than mere buying and selling, or dollars and cents. The many nice little messages and foot-notes that come to us with business letters and otherwise, surely make us believe that our lines have fallen in pleasant places. With all these good things and the splendid patronage and loyal support, how could we do otherwise than endeavor to furnish our friends with the very best things in our line that study, care and attention will bring?

Just Between Ourselves.

There are ways the dealer can follow, which will make the pens stay by him for all time, and there are ways whereby he can quickly turn them into money, and be in the market for more. The first plan came under the writer's attention two or three years ago. When on a trip to New York City, he stopped at the beautiful little city of Poughkeepsie. Among the customers whom he called upon was a good German friend. When asked how his fountain pen business was he answered, "Not at all." "Yes, but you have no pens in sight. Have you sold them all?" "I shows you," answered our good friend, and he led the way to the back part of the store where his safe stood, and there they were, safe in a drawer in the safe, as completely hidden as though they had been in Egypt, so far as the public were concerned. He could not be induced to put them out where they could be seen.

We do not mean to say that every man would fail, as did this friend some two months after this incident, but we do say, "It is not good business."

Competition.

Our policy has ever been to meet competition fairly and honorably. We want our goods to show for themselves, as well as our methods. We regret to say that certain of our competitors have not always treated us quite as we would like at certain times, but the

unfair treatment only served as a stimulus for greater action. Of it was born the now famous "Lucky Curve," which is now synonymous the wide world over with "Perfect Parker Pens." Later, the jointless feature of the pen was added, under a similar condition. Lastly came the already famous *Anti-Break Cap*, which makes all parts of the Parker Jointless "Lucky Curve" different from and vastly better than any other pen made.

In this way we have in each instance been benefited, when the opposite effect was intended.

Display.

By all means, keep the goods where they can be seen. Keep the goods attractively displayed. Keep them in the front part of your store. Keep them in nice condition. If you are the fortunate possessor of one of our little show cases, you are on the right track. When you get an invoice of pens, fill the barrels with good ink; or, if you don't want to soil the pens, put water in the barrels, but keep the inside of the fountains moist if you would keep the mechanism of the fountains always in good adjustment.

Of course, when the pens are in stock, you will always keep the caps over the pen-points. When the pens are in stock (whether in the show-case or otherwise), and you find that ink has run into the caps, elevate the pen-point end a little to prohibit this, and wipe out the cap with blotting paper. You must remember that a fountain pen is really nothing more than a pocket ink bottle—not quite so hable, perhaps, to spill ink as the ordinary ink bottle, yet practically the same care should be exercised with both. The mighty engine, under the intelligent guidance of the engineer, does wonderful work. So with the Parker Pen; the greater the intelligence that guides it, the more pleasing the result.

Your Rights.

If your local dealer does not sell the Parker Pen, you can order direct of us just as well. Send us a sample of your favorite steel pen and we will suit your hand.

If you ask a dealer for the Parker Pen, and he does not have it, and immediately commences to tell you he has something better, and that the Parker Pen is no good, or some other equally silly statement, you can make up your mind there is something wrong somewhere, and he is trying to work a little bunco game on you at your expense. A good plan—yes, a safe plan—is to let such dealers severely alone unless you want to get the worst of the bargain.

The Geo. S. Parker Jointless Lucky Curve.



Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.

Parker Jointless "Lucky Curve" No. 020. Price, \$2.50.

Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.

Parker Jointless "Lucky Curve" No. 023. Price, \$3.00.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse, or stub.

The Jointless Geo. S. Parker Fountain Pen.

Continued.



Parker Jointless "Lucky Curve" No. 024. Price, \$4.00.



Parker Jointless "Lucky Curve" No. 025. Price, \$5.00.



Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen, Large. Price, \$4.00.

Point can be had as to make hair line.



Parker Jointless "Lucky Curve" No. 025. Mottled Rubber, Price, \$5.00.



Parker Jointless "Lucky Curve" No. 024. Mottled Rubber, Price, \$4.00.



Parker Jointless "Lucky Curve" No. 023. Mottled Rubber, Price, \$3.00.



Parker Jointless "Lucky Curve" No. 020. Mottled Rubber, Ladies' Size, Price, \$2.50.

The Jointless Geo. S. Parker Fountain Pen.

Concluded.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse, or stub.

The above numbers are furnished in Mottled Rubber when desired. They are, with the exception of the color, exactly the same as the corresponding numbers in Raven Black.

Anti-Break Cap.

The importance of this invention is being more and more appreciated, as the circle of users of this powerful cap enlarges. This cap is so extraordinarily simple in construction that you will wonder why this was not thought of years ago, and applied to such a simple thing as a pen cap. As a matter of fact, however, it is usually the little, simple things which are overlooked that make big results.

The inside of the cap is made in such a way that all the strain that ordinarily exists at the open end of the cap is transferred from the end, to the body of the cap. It does not need a mechanic to see at a glance that a cap so constructed is immeasurably stronger than the old style taper inside cap heretofore used. This cap marks an epoch in fountain pen cap making, for this cap is more than five times as strong as the ordinary pen cap and is warranted for one year not to break or split by ordinary usage.

It is needless to say that patents are pending on this valuable improvement.



What Is the Parker Pen?

The Parker Jointless "Lucky Curve" is the embodiment of good things.

First, the gold pen is of the finest quality, and of 14k gold, in a great variety of points, so almost any hand can be suited (especially if we have a sample of handwriting and a favorite steel pen of the owner).

The "Lucky Curve" drains the ink from the feed-channel back into the reservoir when the pen is carried in the pocket, so that the owner will not be annoyed by wiping off the end of the fountain when he next uses the pen; or, failing to do so, have inky fingers. The "Lucky Curve" feature is patented and is used exclusively in the Parker.

The spring lock makes possible the successful Parker jointless feature. This simple device displaces the old-fashioned, awkward screw-nozzle, which is liable to break at the joint, in the pocket or out, if a little undue pressure is brought to bear. The old-fashioned fountain pen is pretty sure to leak at the joint and soil the first and second fingers when writing. In the Parker, it is impossible to do this, as there is no joint through which the ink can ooze.

Is it, then, to be wondered at that the Parker Jointless Pen is the phenomenal seller that it now is? When the intelligent, wide-awake buyer understands the construction of the Parker Jointless, do you suppose he would be content with any other kind?

Is He in Your Town?

Any dealer's store you may enter who has one of our little show cases like the engraving herewith or larger, will be enabled to show you a stock of Parker Pens that will be worth going to see. He can show you pens to suit and fit almost any hand. We can recommend any such dealer as particularly up to date. See if you can not find such a one in your town.

Be Quizzical.

We make a specialty of the fountain pen business. We are constantly on the alert for new and improved methods to help our customers sell goods. We are in touch with several thousand of the brightest, most energetic, progressive dealers in the world. The crystal-

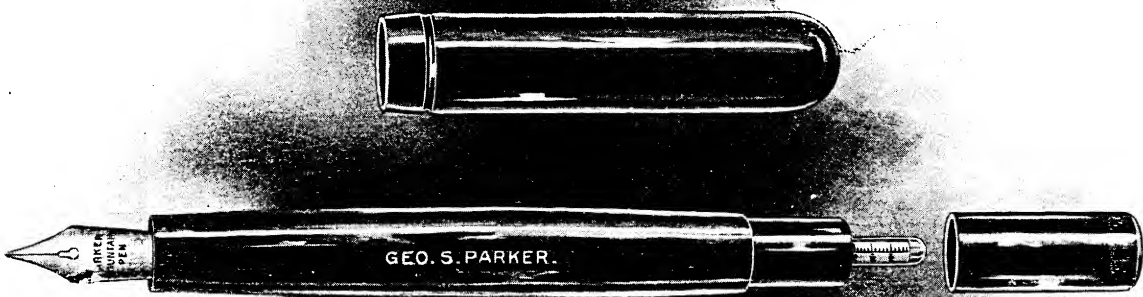
izing of all the good in the plans of these bright, alert minds is helpful to all. Write us. Be quizzical. We may be able to suggest methods that others have found successful in building up a magnificent and profitable fountain pen trade.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Fountain Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary. To show one of these to the successful practicing physician is to make a sale.

Agents. We want agents to sell our goods wherever we are not represented. If you are situated so you can sell some of our pens we shall be very glad to hear from you, and will be pleased to give you full information upon request.

Parker Library Paste. This great convenience is so superior to mucilage or glue for home or office use that you will thank us for calling your attention to it.



PARKER JOINTLESS PHYSICIAN'S THERMOMETER FOUNTAIN PEN, PRICE, \$6.00. SMALLER SIZE, \$5.00.

Dollar Pens.



Special, Price, \$1.50.



Silver Dollar, Price, \$1.00.

(Supplied under name of "Palmer Pen" if desired.)

The Silver Dollar and Special Pens are the best pens obtainable for the prices. As with all our goods they are well made—they are durable but not fancy; do not have the "Lucky Curve" feeder, but the next best. The pens are 14k. We would advise everyone who purchases a fountain pen to purchase a 1st quality,

such as our jointless, or in fact any pen stamped *Parker*. If however, you do not care, for the present, to invest the required amount necessary for the purchase of the best, the Special and Silver Dollar represent the next best.

A great many people who buy a fountain pen think that in a general way all fountain pens are similar, and, without a word of explanation on the part of the dealer, think that a fountain pen that costs them \$1.00 is equally as good as one for which they paid double the amount. It is not so much the amount of gold or the amount of rubber that is used in the construction of a fountain pen that makes it cost. It is the amount of skilled labor that is expended upon these parts that produces a strictly first-class, high-grade article.

The Secret of Success.

Success is the magical or irresistible force of which every man desires to make use. It is something that lies within the reach of every one. It is within your own individual reach. It is within the reach of the writer of these lines. To harness and use this wonderful power is the ambition of everyone. The first great point to realize is that within you lies the power to attain success, *tho you may never have realized it.* Take hold of the daily problems, the little things as well as the large ones, with intelligent care and forethought and with a determination to win. If you will do this, *honestly*, you will be surprised to find what a magical key you have. Success will be yours, and, if mixed with the old Golden Rule, will bring happiness, as well as dollars. Try it.

The brightest dealers sell Parker Pens because their brightest customers want the best—that's the Parker.

Some Competitors.

The world is a large place, and no one firm can ever do all the business. To malign, falsify and practice disreputable business methods in order to secure business are only the outcroppings of a dishonest nature, although it may be covered with a cloak of hypocrisy. Such actions are sure to react and hurt the one who practices them a thousand times more than the one against whom they are directed.



Condensed Price List of Parker Inks.



OUR INK BUSINESS has, in a short time, grown to proportions that are very pleasing to us. We are not trying to make a "cheap" ink, but an ink that is so good that the user will call for it the second time and become a regular customer.

We also want to say a word about our Typewriter Ribbons. We know we can please you on these. May we not have your next order as a trial?

Parker Muclage, Parker Glee and Parker Library Paste are all good sellers. By the way, our Office Paste is the greatest convenience ever known in home, office or factory. For mounting photos or pasting of any sort it is unsurpassed. If you once own a jar you will never keep house without it.

We do not send inks or liquids by mail; always by express or freight.

Parker's Fountain Pen Ink.

Our regular Fountain Pen Ink is especially put up for use in fountain pens. Each bottle is packed in a handsome colored box, nicely labeled. This is a great seller and should be sold by every dealer who sells fountain pens. It retails at from 15c to 25c per bottle.



Parker's Black Ink.

2-oz. Cones, per dozen.....\$6.00
4-oz. Bottles, per dozen.....\$1.20
Pint Bottles, per dozen.....\$4.40
Quart Bottles, per dozen.....\$7.20

Miniature Cut 2-oz. Cone.

Special price in grosses.

Parker's Writing Fluid.

Quarts, full measure, per dozen.....\$7.80
Pints, full measure, per dozen.....\$4.20
½ Pints, full measure, per dozen.....\$2.40
2-oz. Bottles, per dozen.....\$1.20
Special price in grosses.

Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen.....\$9.00
Pints, full measure, per dozen.....\$6.00
½ Pints, full measure, per dozen.....\$3.60
4-oz. Bottles, full measure, per doz..\$2.40



Miniature Cut of Pint Size.



Miniature Cut of Pint Size.



Parker's Red Ink.

2-oz. Bottles, full measure, per dozen...\$1.20
 4-oz. Bottles, full measure, per dozen...\$2.40
 1/2-Pint Bottles, full measure, per dozen...\$3.60

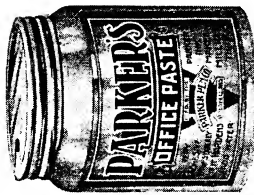
Miniature Cut 4-oz. Bottle.



Parker's Mucilage.

Per doz.
 2-oz. Bottles, \$.60
 4-oz. " " 1.20
 1/2-Pint " " 3.00
 Pint " " 4.50
 Quart " " 8.00

Miniature Cut 4-oz. Bottle.



Parker's Office Paste.

Small Jar, with brush, per doz...\$.60
 4-oz. Jar, patent cover and brush, doz...\$1.20
 8-oz. Jar, patent cover and brush, doz...\$2.40
 Quart Jar, pat. cover and brush, doz...\$8.00

Miniature Cut of Office Paste.

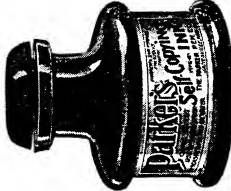


Parker's Liquid Glue.

2-oz. Jar, round large mouth, per dozen...\$1.20

Parker's Liquid Glue will stick glass, pottery, in fact, almost everything.

Miniature Cut Liquid Glue.



Parker's Self-Copying Ink.

A very heavy ink. Used where one desires to copy without a regular press.

4-oz. Bottles, per dozen...\$2.40
 1/2-Pint Bottle, per dozen...\$4.80

Miniature Cut 4-oz. Bottle.



Parker's Magic or Invisible Ink.

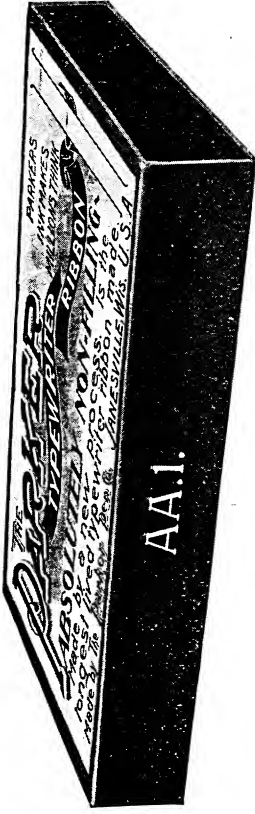
A good deal of a novelty, yet it has quite a sale. A sheet can be written and no one be aware of its contents unless the sheet is heated, when the writing appears.

Price, per bottle...\$0.25

Miniature Cut Magic Ink.

The Parker Typewriter Ribbon.

A guaranteed ribbon. It will please you. The most durable and best colors are purple or black.
 Parker Ribbon, any color, packed in air-tight glass jar, price...\$1.00
 " " Quality AA1, full measure, packed in handsome pasteboard box, in colors, 75c



SIDE TALKS

ABOUT THE
Geo. S. Parker Fountain Pen
 AND OTHER SUBJECTS

September, 1900

JANESVILLE, WIS., U. S. A.

No. 24



Fountain Pen

If your dealer doesn't keep them in stock, write us.

**No Joints, No Leaks
 No Threads, No Breaks
 No Inky Fingers**

SIMPLE

strong and durable. Fitted with our patented **Anti-Break Cap**. More than five times as strong as any other cap. Warranted for one year against spitting or cracking.

LUCKY CURVE

feeds ink perfectly and prevents ink getting over edge of nozzle.

SPRING LOCK

takes place of old-fashioned, awkward screw-thread.

Prices: \$2.00, \$2.50 and upwards, according to size

OLD STYLE PENS

"Silver Dollar," \$1.00
 "New Special," \$1.50

Be sure and write for our interesting booklet.

The Parker Pen Co.
 16 Mill Street, Janesville, Wis.

Here is a reproduction of an advertisement which you will notice in magazines like COSMOPOLITAN, MUNSEY, SATURDAY EVENING POST, SUCCESS, and various other publications of this sort. We are doing this advertising for the benefit of dealers who handle Parker Pens. We want every dollar's worth of trade that comes to us to come through the dealer. Therefore, everything we can do to help the dealer will be done.

By the way, did you ever stop to think what a large class of trade is represented by people who read these magazine ads? They read the advertisement and make a mental resolve that the first time they are down town and think of it, they will investigate and see if the Parker "Lucky Curve" is just as advertised, and if it is a "really good" Fountain Pen, will buy. Right here is where the dealer who has a case of Parker Pens has the advantage, for the show case is a silent salesman, standing in the store, silently but eloquently telling this magazine reader that "Here is the very 'Lucky Curve' pen he has seen advertised." Result: The matter is thus called to mind. The dealer has had the "button pressed." Will he not do the rest?

FALL TRADE

HOW quickly time glides by! Here is the school season almost upon us again, although it seems but yesterday when commencement days were all the rage. The opening of school means more business. Now is the time to get ready for it. Go to your Fountain Pen stock and overhaul it, and see if you do not have some that are not ready or fit to be sold. If so, send them on to us, and we will clean, adjust, repair, polish, burnish, or do whatever is necessary to put them in good salable shape. We have, as you know, one of the most complete factories for hard rubber work in the country, so can give your repair work prompt and satisfactory attention.

Your Fall Order—Has It Been Sent?

Pens for Manifolding.

Our Manifold Pen will save its cost in less than a week. Pretty strong statement, but it's a fact. For example. When you purchase a bill of goods of us, we have a perfect copy of the invoice sent you. The bill was written with a Manifold Pen. The blank bill is quickly put in position in our order book, which is made to conform to the rulings of the invoice, so whatever is written on the invoice is also recorded in duplicate on the order book; so when the invoice is made out it is also copied, thus doing at one time what formerly took two operations, and also reducing the possibility of making mistakes in copying.

These Manifold Pens can be used with a great saving in every bank, counting room and business office in the country, where it is desirable to have two copies of one writing. We supply the No. 020, 023, 024 with Manifold points when so ordered. Call your customers' attention to these labor and expense saving methods and devices, and you will be doing them a favor and making sales at the same time.

As a matter of fact, the possibility of increasing the sale of the Parker Pen right in your own territory is unbounded. You have just had a dainty little lunch as compared with a seven course dinner, figuratively speaking. We want to see you have the full dinner.

Can't Break.

Have you stopped a moment to think what splendid talking points the Parker Pen possesses over any other pen on the market? Just think of the improvement the Parker shows in its "Can't Break" Cap—a cap that is warranted a whole year against splitting or cracking. Did you ever know of any other cap that was capable of being warranted so, and the manufacturers backing up the warrant by furnishing a new cap free in event it became broken by ordinary means within the time mentioned? Don't you think that the "Can't Break" Cap will take with the hundreds of thousands of students who "catch on" to a good thing of this sort very quickly? You may rest assured it will. Every young man who has the buoyancy of youth and ambition knows what an easy thing it has always been heretofore to break his pen cap, by a little undue pushing on, and also has a recollection of the 25 or 30 cents it cost him at the time to have the damage repaired.

Every one knows that the weak part of a Fountain Pen Cap is at the open end, yet in all the caps heretofore made all of the binding strain came on just this weak point, and of course no wonder they were broken!

In the Parker "Can't Break" Cap, by our construction, the open end of the cap is entirely relieved of all strain, so of course there is no breakage there. The strain is transferred to near the center of the cap, where the real strength of the cap is.

Personal.

The writer has just returned from a trip to Great Britain and Continental Europe, where he went to look up trade and observe business conditions. He could not but confess surprise at the American push, enterprise and business sagacity in many of the European cities. Merchants are on the outlook for any new methods or ideas that are distinctly American and are not slow in adopting them. The Europeans, especially the Continental ones, seem to have realized that American methods and business-bringing ways are worthy of imitation.

This was more especially noticeable among the dealers who have learned what Fountain Pens are, and what they are made for. Of course, in Europe, as in America, some dealers are found who have Fountain Pens in stock, and who have them as carefully hid away out of sight as some of their American brethren, so that the chance of selling one is very remote indeed.

On the other hand, dealers are found who are just as much up to the times as those in America. These dealers have large stocks of Parker Pens, use their windows for display, use judicious advertising matter, and even have special cards of advertising matter written or printed at their own expense, in their own language, to put in their store windows.

In Europe, as in America, it is the wide-awake fellow who is doing the business. In some cases, the best dealers in goods like Fountain Pens are ahead of many dealers in America, for while they do not claim to be particularly original, yet they are good observers and are willing to be taught anything that will further their interests. These dealers have discovered that there is a great market to be developed in Fountain Pens, and a profitable one, and they are doing their best to get their share of it.

An Opportunity.

A careful observation has disclosed the fact that many of the large business houses, manufacturers and others are arming their employees with Parker Pens, not through philanthropic motives, but because it is a saving. It enables bookkeepers and bill clerks to do more work with less fatigue, less expense for pens and ink. Why not call this subject to the attention of some of the large firms in your city and open up a nice trade in a field not yet worked?

The Jointless Feature.

The wonderful simplicity of this pen is perhaps best shown when a prospective customer sees for the first time the mechanism of the Parker Jointless, as compared with the old-fashioned, awkward screw-joint, with all its attendant evils of leaking and breaking. With one little, easy, simple motion, the pen, etc., is removed, ready for filling, and by another motion, more easy, if possible, than the first named, it is replaced after filling, and immediately ready for use again.

Bookkeepers.

As a rule, a bookkeeper is a skeptical sort of a fellow when it comes to pens. Usually, when approached on the subject of using a Fountain Pen he will say, "I have never seen a Fountain Pen I could use. I use Gillott's 604 for book work, and a Fountain Pen can't do work like that." The trouble is, the dear fellow has been so absorbed in his work that he has not kept pace, so to speak, so as to know what has been done for him. Suit and convince one of these faithful, hard working brain-workers, and he is pretty nearly as good as a quarter-page advertisement in the *Cosmopolitan Magazine*. This matter of getting bookkeepers in the progressive, push-ahead firms to using Parker Fountain Pens, is worthy of personal work, for good results are sure to follow.

The Geo. S. Parker Jointless Lucky Curve.



Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.



Parker Jointless "Lucky Curve" No. 020. Price, \$2.50. With manifold point same price.



Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.



Parker Jointless "Lucky Curve" No. 023. Price, \$3.00. With manifold point same price.



The Geo. S. Parker Jointless Fountain Pen.

Continued.



Parker Jointless "Lucky Curve" No. 024. Price, \$4.00. With Manifold Point, same price.



Parker Jointless "Lucky Curve" No. 025. Price \$5.00.



Parker Jointless "Lucky Curve" No. 026. Price \$6.00.



Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen, Large. Price, \$4.00. Point can be had to make hair line.



The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse, or stub. Cuts 3/4 size.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse, or stub. Cuts 3/4 size.

The Geo. S. Parker Jointless Fountain Pen.

Concluded.



Parker Jointless "Lucky Curve" No. 025, Mottled Rubber. Price, \$5.00.



Parker Jointless "Lucky Curve" No. 024, Mottled Rubber. Price, \$4.00.



Parker Jointless "Lucky Curve" No. 023, Mottled Rubber. Price, \$3.00.



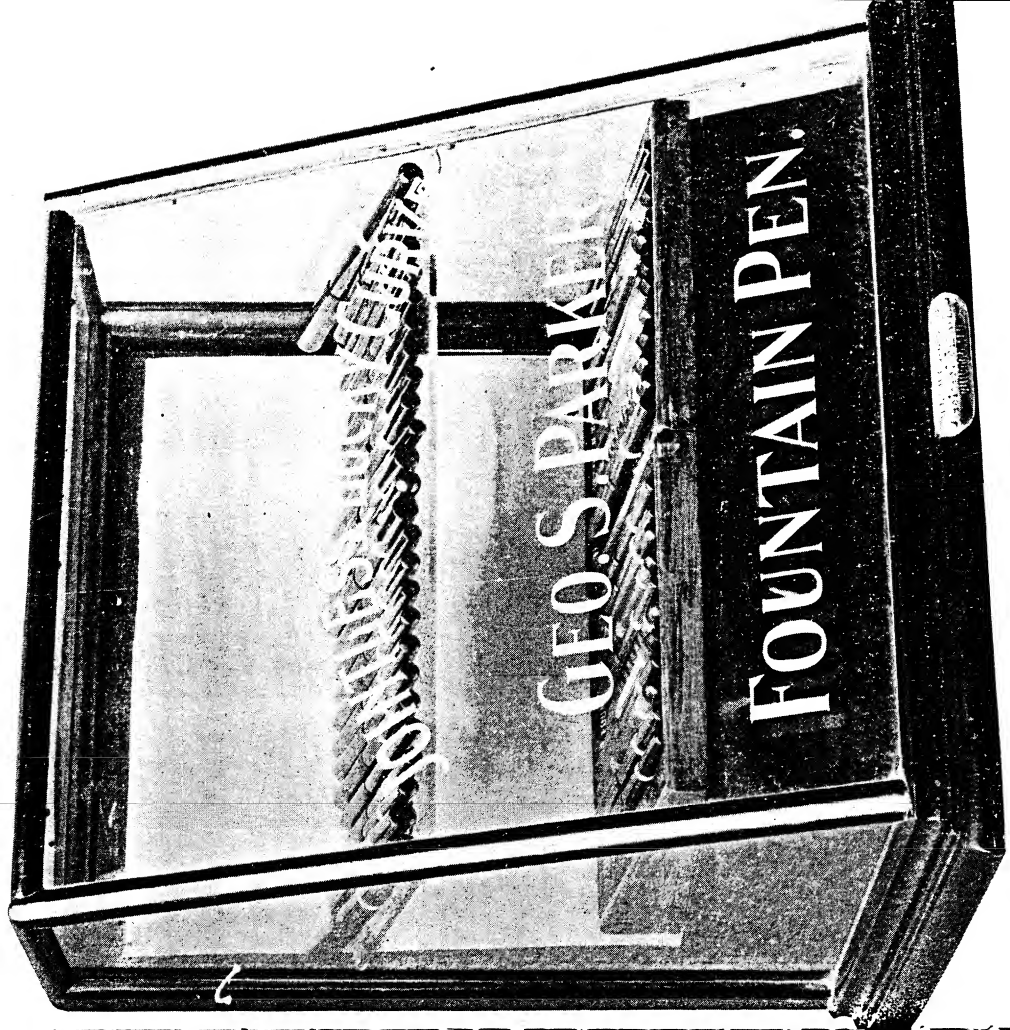
Parker Jointless "Lucky Curve" No. 020, Mottled Rubber, Ladies' Size. Price, \$2.50.

The above numbers are furnished in Mottled Rubber when desired. They are, with the exception of the color, exactly the same as the corresponding numbers in Raven Black.

Cuts $\frac{3}{4}$ size.

Larger Assortments.

WHAT an eye opener it would be, were it only generally known, that a comparatively small per cent. of the dealers of the country are doing what might be termed the Fountain Pen business. It is a fact, nevertheless. These dealers are the ones who carry several dozen in stock at all times, with a full assortment of points and sizes. The man who is a little hard to please will pass the dealer by, who has only a few pens in stock, and go to his more wide-awake neighbor, who has taken the situation in, so to speak, and fitted himself to the conditions. If you are not one of the dealers who is getting your share, and are not engaged in business simply for health or pastime, we urge upon you the desirability of carrying a good sized stock. We go to a good deal of expense ourselves to encourage and aid the dealer who wants to, and will push, by giving him a handsome show-case with an order for four, six, or twelve dozen, as the case may be. A dealer who lives in a town of 1800 inhabitants should have a six-dozen assortment. A dealer living in a smaller town ought to have at least a four dozen assortment, and a larger one if there is a College of any sort in his city, for students are always good customers. Any ordinary city of 3000 would make it highly profitable for a live man to have the gross assortment.



This is a Silent Salesman and a Trade Winner.

The Geo. S. Parker Old Style Fountain Pen.

Reduction.

"We have been asked many times for a pen that our customers could sell that was stamped "Parker," and fitted with the "Old Style" barrel, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under our name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has changed in the reduction is the price. Why sell inferior makes of pens when you can buy the Parker No. 1 to sell at \$1.50?"



No. 1 Plain
Barrel, \$2.00
with clip, \$2.50
with cap, \$1.50



No. 2 Stars
Barrel, \$2.50
with clip, \$3.00
with cap, \$2.00



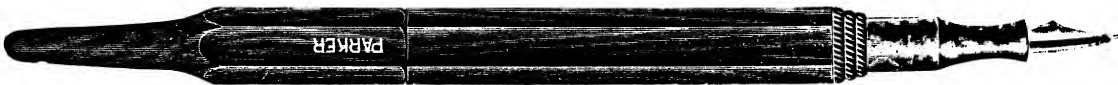
No. 3 Chevron
Barrel, \$2.00
with clip, \$2.50
with cap, \$1.50



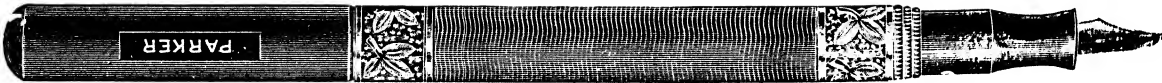
No. 4 Ribbed
Barrel, \$2.50
with clip, \$3.00
with cap, \$2.00



No. 5 Textured
Barrel, \$3.00
with clip, \$3.50
with cap, \$2.50



No. 6 Textured
Barrel, \$2.50
with clip, \$3.00
with cap, \$2.00



No. 7 Gold
Barrel, \$4.00
with clip, \$4.50
with cap, \$3.00



No. 8 Gold
Barrel, \$4.00
with clip, \$4.50
with cap, \$3.00



No. 9 Gold
Barrel, \$4.00
with clip, \$4.50
with cap, \$3.00



No. 10 Gold
Barrel, \$4.00
with clip, \$4.50
with cap, \$3.00



No. 11 Gold
Barrel, \$4.00
with clip, \$4.50
with cap, \$3.00

Fountain Pocket Bolder.

Here is an article that will be appreciated by every one who uses a Fountain Pen or lead pencil. With it there is no longer any danger of losing your writing implements. The mouth of the pocket is kept open at all times by means of a piece of stiffening so the pen or pencil will go in easily, and the pocket gradually becomes smaller toward the bottom so the article is held securely in place.

The "Pocket" is worn in the vest pocket, in which it is fastened, and out of sight. It is made of handsomely trimmed leather in various colors.

- PRICES.
- No. 1 Pocket, 1 part, - - - - 10c.
 - No. 2 Pocket, 2 parts, - - - - 15c.
 - No. 3 Pocket, 3 parts, - - - - 25c.
- Mailed anywhere on receipt of price.

For Shorthand Writing.

We fit our Nos. 020, 023 and 024 with pens especially made for shorthand writing when so ordered. In ordering these pens it would be a guide and an aid in fitting pens if you would inform us of the system the writer uses, or better yet send a sample of his shorthand notes.

Parker Jointless Physician's Thermometer Fountain Pen.

Price, - - - - - \$6.00.
 Smaller size, - - - - - 5.00.
 A great aid and convenience to every physician. Fountain fitted with best tested thermometer.

Pearl Desk Bolders.

We have these this year in two nice assortments. No. 1 assortment is one dozen plain and rustic handles fitted with good 14k. large No. 1 gold pens. Price, \$5.00 per dozen, net. No. 2 assortment, practically identical with No. 1, but with 14k. large No. 2 pens. Price, \$5.00 per dozen, net. Both assortments are made in the U. S. A. and are guaranteed to last for years. Write for descriptive literature and prices.

New Special.

New Special (Cut 3/4 size). Price, \$1.50.



Silver Dollar, Upper or lower feed, as desired. Price, \$1.00.



(Supplied under the name of "Palmer Pen" if desired.)

Our New Special Pen, which we announced a short time ago, has met with a remarkable sale. It is indeed a bargain in Fountain Pen. It is less and does not have the "Lucky Curve." It looks, and is, in fact, equal to almost any \$2.50 Pen that claims to be a competitor to the Parker Pen. Dealers the privilege of making their own price on this Pen, although we list it \$1.50. If you want to make a little run on Fountain Pens, this is the Pen with which to do it.

Condensed Price List of Parker Inks

OUR INK BUSINESS has, in a short time, grown to proportions that are very pleasing to us. We are not trying to make a "cheap" ink, but an ink that is so good that the user will call for it the second time and become a regular customer.

We also want to say a word about our Typewriter Ribbons. We know we can please you on these. May we not have your next order as a trial? Parker Muclage, Parker Glue and Parker Library Paste are all good sellers. By the way, our Office sort it is unsurpassed. If you once own a jar you will never keep house without it. We do not send inks or liquids by mail; always by express or freight.

Do You Pay Trust Prices?

We are not in the Ink Trust. Hence our price of \$3.50 per dozen quarts on Writing Fluid. Combined Writing and Copying Fluid, \$4.00 per dozen quarts, net. Why pay more when you can buy the best of us at these prices?



Parker's Black Ink.
 2-oz. Cones, per dozen, \$.60
 4-oz. Bottles, per dozen, 1.20
 Pint Bottles, per dozen, 4.40
 Quart Bottles, per dozen, 6.50

Special price in grosses.

Miniature Cut 2-oz. Cont.

Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4 ounce bottles. Each bottle packed in a handsome colored box with attractive lithograph label. Sells to everyone who uses a Fountain Pen. Retail at from 15 to 25 cents per bottle. Price to the trade, 90 cents per dozen, net. Try a few dozen. It will almost sell itself.

Parker's Writing Fluid.

Quarts, full measure, per dozen\$7.00
 Pints, full measure, per dozen 4.00
 1/2 Pints, full measure, per dozen 2.40
 2-oz. Bottles, per dozen 1.20

Special price in grosses.

Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen\$8.00
 Pints, full measure, per dozen 5.00
 1/2 Pints, full measure, per dozen 3.60
 4-oz. Bottles, full measure, per dozen 2.40

Parker's Ivory Paste.

Answers every requirement that mucilage can be put to, and ten times more convenient. Cleanly, fragrant, pure white. A wonderful seller where its uses become known. In all the Western States. Put in the hands of a good artist. Sold by the dozen. Noted for its purity and strength. The only one that will never wear away. Write for literature.



Parker's Ivory Paste.

(No Cut of Jar.)
For photo mounting. Large white porcelain or
hint jars. Very convenient and the best.
Per dozen.....\$2.40

Parker's Liquid Glue.

2-oz. Jar, round large mouth,
per dozen.....\$1.20
Parker's Liquid Glue will stick
glass, pottery, in fact, almost every-
thing.



Miniature Cut
Liquid Glue.

Parker's Self-Copying Ink.

A very heavy ink. Used
where one desires to copy
without a regular press.
4-oz. Bottles, per
dozen.....\$2.40
1/2-Pint Bottle, per
dozen.....4.80



Miniature Cut 4-oz.
Bottle.

**Parker's Magic or
Invisible Ink.**

A good deal of a novelty, yet it
has quite a sale. A sheet can be
written and no one be aware of its
contents unless the sheet is heated,
when the writing appears.
Price, per doz.....\$3.00



Miniature Cut
Magic Ink.

**Parker's Red
Ink.**

2-oz. Bottles,
full measure,.....\$1.20
4-oz. Bottles,
full measure,.....2.40
1/2-Pint Bottles,
full measure,.....3.60
per dozen.....



Miniature Cut 4-oz. Bottle.

**Parker's
Amuchilage.**

Per doz.
2-oz. Bottles.....\$.60
4-oz. ".....1.20
1/2-Pint ".....3.00
Pint ".....4.50
Quart ".....8.00



Miniature Cut 4-oz. Bottle.

**Parker's Office
Paste.**

Small jar, with
brush, per doz.....\$.60
4-oz. Jar, patent cover
and brush, per doz. 1.20
8-oz. Jar, patent cover
and brush, per doz. 2.40
Quart Jar, pat. cover
and brush, per doz. 8.00



Miniature Cut of
Office Paste.

The Parker Typewriter Ribbon.

A guaranteed ribbon. It will please you. The most durable and best colors are purple or black.
Parker Ribbon, any color, packed in air-tight glass jar, price.....\$1.00
Quality A-1, full measure, packed in handsome pasteboard box, in colors......75



SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

NOVEMBER, 1900.

JANESVILLE, WIS., U. S. A.

No. 28.

Business Is What You Make It.

If It Is Not As Good As You Like, Work To Make It Better.
If It Is Good, Try and Increase It.

WE are not in the habit of making predictions, but we will venture this forecast—that the balance of this year will see more high-priced goods sold than ever before. People will buy good goods if they have the opportunity. There are certain general principles underlying and governing all business, all of which tend and point to the above. We are confident that the dealer who does not get ready for the best holiday trade he has ever had, is not adapting himself to trade conditions.

Business Is What You Make It.

Some men get rich where others starve in the same field. Successful business is watching for opportunities and when found laying hold of them with both hands. Don't expect Fountain Pen trade is going to be good with you if you keep your Parker Pens out of sight or in the back part of your store, where they are seen by possibly *one* person in twenty who enters your store. Do you know that very, very few people, in proportion to the number who buy, or who will buy, will ask for a Parker Pen unless their attention is called to the goods by seeing a nice display. The man who buys a Parker Pen is in a sort of an "open to conviction state of mind" on account of the advertisements he has read of the pen. You are the lawyer. Will you do nothing to win your case? Present your argument, make your customer just as familiar with Parker Pens as you are. Tell him about the Anti-break cap, the peculiar curve of the "Lucky Curve," and what it is for, the Spring Lock, its advantages, etc. Will your prospective customer respond? Will grass grow after a refreshing summer shower?

Therefore, why not get things in the most presentable shape? If you have one of our show-cases, keep it clean and rubbed up. See that your Parker sign is displayed. See that the pens are all in prime condition. If you do not have one of the little cases, get one, for they cost you nothing if you order four dozen or more Parker Pens. Don't leave anything undone to give trade an opportunity to come your way.

MAKE IT COME YOUR WAY.

ATTRACT IT TO YOU.

Treat your customer so well that when he departs he will think you are the best and most pleasant man he has ever traded with; that your clerks are all so nice and polite; that very atmosphere of your store is congenial, so that the reserve of your customer is thawed out by the warmth of your good nature. Don't you think such policy a good one? Just try it for the balance of the year, and if you don't do the biggest and best holiday business and get more real pleasure out of life than you ever have in a given length of time before, then we will make you a present of a \$5.00 pen.

100 Cents; Some-times More. The man who favors us with his patronage, we think is one of the best friends we have. Not but what we give 100 cents on the dollar when we sell Fountain Pens, for sometimes we think we give even better value than that, yet there is no law to compel a man to buy Parker Pens. When he does, it is of his own will, and we feel highly honored in being the recipients of his favors.

Do you suppose there is anything too good in our house for one of our customers? If there is, we have never discovered it. This is why all of our advertising in the magazines says, "buy of your dealer," and when people write us for catalogues, prices, and even send us money for our goods, the local dealer from whose locality these inquiries or moneys come, gets the benefit of it. Is this not the right method of doing business? We believe that we have in the 6,000 and more dealers who now handle Parker Pens, that number whom we can call personal friends.

It Costs Nothing But the Effort. Don't (with a big D) keep in stock Parker Pens that are not in good salable shape. Please bear in mind we are just as anxious to have you sell Parker Pens as you are, though you may have bought and paid for the goods long ago. Goods kept in stock for a little time sometimes do need overhauling to keep in the pink of condition, so to speak. We give you the privilege, at any time, of sending us your stock of Parker Pens to be put in perfect condition, to be polished, retagged, readjusted, cleaned, and all done without money and without price, providing there are no breakages, and only then a nominal charge will be made. We hope you will avail yourself of the offer, for you will sell many more pens by so doing.

A lack of knowledge of human nature
Has made many a man a bankrupt.

Pop-Gun vs. Gatling. Don't expect you are going to do much damage to the enemy with a pop-gun, where he is using smokeless powder and a Gatling. In other words: Don't expect you are going to do a very large business when you allow your competitor to be more pleasant and agreeable to customers than you, or that you can do the Fountain Pen business of the town with a stock of $\frac{1}{2}$ dozen or a dozen pens, while he has a nice assortment displayed.

A look, a word, an intonation of the voice wrongly done,
Has turned away many a customer.

You Will Never Regret It. Would you like to try an assortment of Parker Pens and don't know just the kind that you would sell the best? If you have confidence enough to trust us, just write us to send one dozen or two dozen or a case assortment of Parker Pens, as the case may be, and we will promise you we will do our best and send you what we know are sellers. If we err, will give you the privilege of exchanging any of them in the future for other styles that prove to be better sellers.

Repairs. We solicit your work for repairs for any kind of Fountain Pens. The work will be done promptly and well. When sending repairs, be sure and mark package with your name and write a short note, stating what you wish done.

What Is the Parker Pen? The Parker Jointless "Lucky Curve" is the embodiment of good things. First, the gold nib is of the finest quality, and of 14k gold, iridium tipped, in a great variety of points, so almost any hand can be suited.

The "Lucky Curve" drains the ink from the feed-channel back into the reservoir when the pen is carried in the pocket, so that the owner will not be annoyed by wiping off the end of the fountain when he next uses the pen; or failing to do so, have inky fingers. The "Lucky Curve" feature is patented and is used exclusively in the Parker.

The Spring Lock makes possible the successful Parker Jointless feature. This simple device displaces the old-fashioned awkward screw nozzle, which is so liable to break at the joint, in the pocket or out, if a little undue pressure is brought to bear. The old-fashioned fountain pen is pretty sure to leak at the joint and soil the first and second fingers when writing. In the Parker it is impossible to do this, as *there is no joint through which the ink can ooze.*

Anti-Break Cap. A unique improvement. This cap is warranted against cracking or splitting for one year. It is not only more than five times as strong as any other cap, but it is exceedingly symmetrical and pleasing to the eye.

You can do it. Why not make your trade this holiday season the greatest that you have ever had? Sell more Parker Pens than you have in the past two years. **YOU CAN DO IT.** If any proprietor or clerk who reads this will sell, individually, from time of reading, up to Christmas, 1900, by his own effort, two dozen Parker Jointless Pens, we will send him, with our compliments, a \$2.50 Parker Pen as a Christmas present.

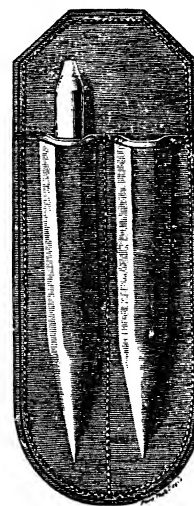
If thoughts are forces—and they are—
Why not use good ones?

When? Now! When is the time to order? Now. Don't put off until just before the rush comes to send in your orders. Your telegrams and rush orders should be for "filling in," during the holiday rush when you have about sold out, the stock you should order to-day. Start right. Don't expect to kill bear with a squirt gun.

Parker Pen Co.
JANESVILLE, WIS.



Fountain Pocket Holder.



PRICES.

- No. 1 Pocket, 1 part, 10c.
- No. 2 Pocket, 2 parts, 15c.
- No. 3 Pocket, 3 parts, 25c.

Mailed anywhere on receipt of price. Subject to same discount as Pens.

FOR A CHRISTMAS PRESENT there is nothing so appropriate, pleasing or satisfactory as a **Geo. S. Parker Jointless Fountain Pen.**

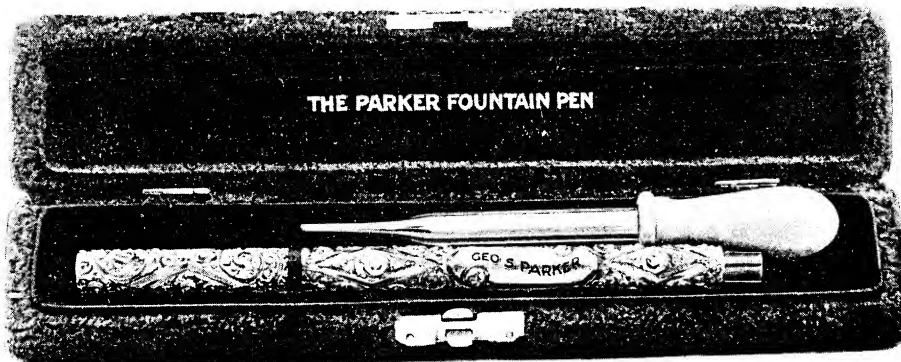
No joints to leak. No thread to break. No old style nozzle. Simplicity and perfection combined. The greatest improvement ever made in fountain pen construction. The Rev. Dr. Wm. L. Moore, New York City, says: "The mechanical device of the Parker is scientific. It is a manifest improvement over anything I have ever tried." Prices \$2, \$2.50, \$3, \$4 and \$5. The old-fashioned nozzle pens at less price. For sale by bright dealers everywhere. If the dealer of whom you inquire does not keep the "PARKER" and tries to sell you a "just as good," he is either honest in his ignorance, or trying to deceive you. If he will not supply you we will. *Interesting Booklet Free.*

THE PARKER PEN COMPANY, 36 Mill Street, Janesville, Wis.
The largest bona fide manufacturers of Fountain Pens in the world.

SAMPLE MAGAZINE ADVS.

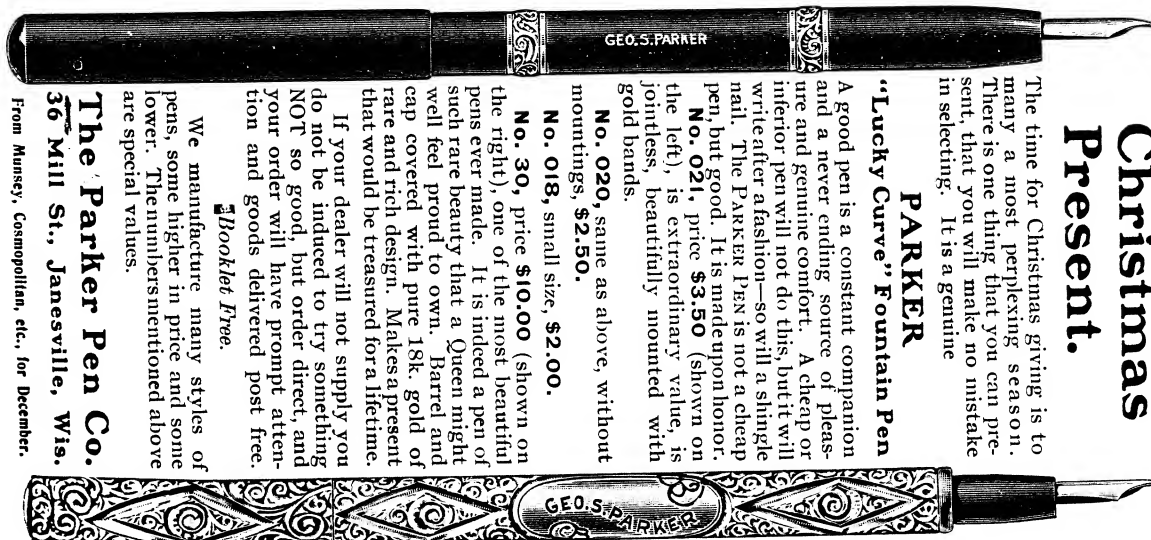
This cut shows our new No. 30, as shown in plush hinged box. This is the most beautiful and expensive pen we make. Indeed, it is a pen of such rare beauty that a queen might well feel proud to own. The barrel and cap are covered with 18k gold in rich design. The sale of this pen will probably not be general, but for those who want something extra fine it fills the bill exactly. An inscription not exceeding twelve letters will be engraved on the barrel without charge. Price of No. 30, \$10.00; with plush and satin-lined box, \$1.00 extra. All subject to usual discount.

No. 021 new is really the regular No. 020 with gold bands. Price, List \$3.50.



THE PARKER FOUNTAIN PEN

CUT REDUCED SIZE.



PARKER
"Lucky Curve"
Fountain Pen makes an ideal

Christmas Present.

The time for Christmas giving is to many a most perplexing season. There is one thing that you can present, that you will make no mistake in selecting. It is a genuine

PARKER
"Lucky Curve" Fountain Pen

A good pen is a constant companion and a never ending source of pleasure and genuine comfort. A cheap or inferior pen will not do this, but it will write after a fashion—so will a shingle nail. The Parker Pen is not a cheap pen, but good. It is made upon honor. No. 021, price \$3.50 (shown on the left), is extraordinary value, is jointless, beautifully mounted with gold bands.

No. 020, same as above, without mountings, \$2.50.

No. 018, small size, \$2.00.

No. 30, price \$10.00 (shown on the right), one of the most beautiful pens ever made. It is indeed a pen of such rare beauty that a Queen might well feel proud to own. Barrel and cap covered with pure 18k. gold of rare and rich design. Makes a present that would be treasured for a lifetime. If your dealer will not supply you do not be induced to try something NOT so good, but order direct, and your order will have prompt attention and goods delivered post free.

Booklet Free.

We manufacture many styles of pens, some higher in price and some lower. The numbers mentioned above are special values.

The Parker Pen Co.
36 Mill St., Janesville, Wis.

From Munsey, Cosmopolitan, etc., for December.

Have you read "Diamonds in Your Door Yard"? It tells of some plans and arguments to use in successful Fountain Pen selling. If you have not a copy we will be glad to mail one to you.

The Geo. S. Parker Old Style Fountain Pen.

Reduction

We have been asked many times for a pen that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No. 1 to sell at \$1.50?



No. 1. Plain barrel former price, \$2.00. Now \$1.50.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



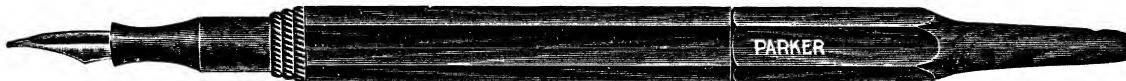
No. 3. Chased barrel straight or taper cap, former price, \$2.50. Now \$2.00.



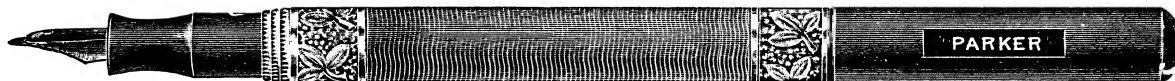
No. 5. Spiral black or mottled rubber, former price, \$3.00. Now \$2.50.



No. 6. Fountain, ladies' or gentlemen's size, gold mounted. Price, \$3.00.



No. 8. Hexagon former price, \$3.00. Now \$2.50.



No. 9. Gold Mounted. Price, \$4.00.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver same pattern, \$5.00.



No. 11. Aluminum. Price, \$3.50.

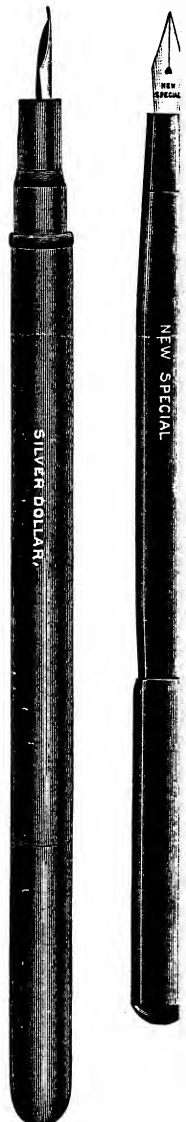


No. 12. Full Pearl. A beauty. Price, \$6.00.

These prices are really gains. If you want some sell cheap, here they are. permit dealers to make their own selling prices on the two styles. These pens both screw joint and do have the Lucky Curve.

Silver Dollar
Upper or
lower feed,
as desired,
Price, \$1.00.

New Sp
(Cut 1/4 s
Price, \$



(Supplied under the name of "Palmer Pen" if desired.)

Small circulars, signs for both outdoor and indoor display sent with any order if customers will use them judiciously.

The Geo. S. Parker Jointless Lucky Curve.

No Joints,
No Threads,
No Leaks.

Contains These Patented
Improvements

ANTI-BREAK CAP,
LUCKY CURVE FEED,
SPRING LOCK.



Showing feeding mechanism removed ready for filling.



Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.



Parker Jointless "Lucky Curve" No. 020. Price, \$2.50. With manifold point same price.



Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.



Parker Jointless "Lucky Curve" No. 023. Price, \$3.00. With manifold point same price.



Parker Jointless "Lucky Curve" No. 024. Price, \$4.00. With manifold point same price.



Parker Jointless "Lucky Curve" No. 025. Price, \$5.00.



Parker Jointless "Lucky Curve" No. 026. Price \$6.00.

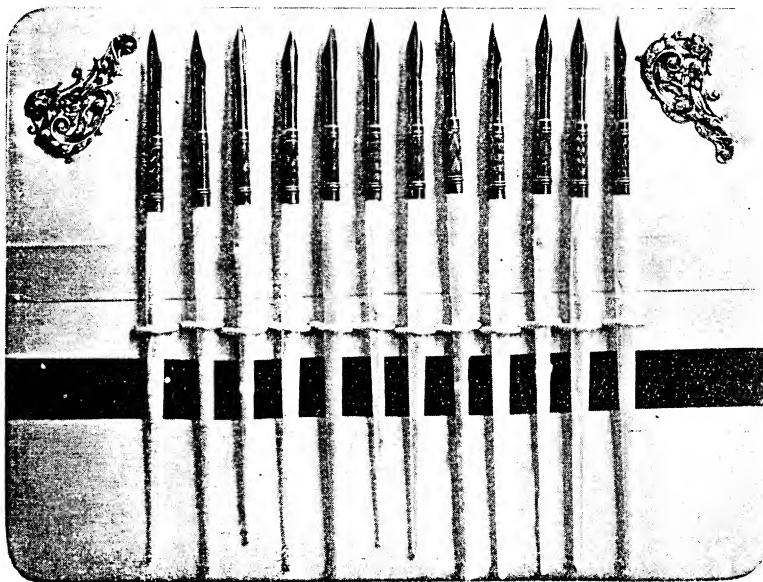


Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen, Large. Price, \$4.00.

"Hair line," fine, medium, coarse or stub points, as ordered.

Cuts about $\frac{3}{4}$ size.

Electros of cuts of pens and sample ads. furnished to any customer who will do local newspaper advertising. It pays.



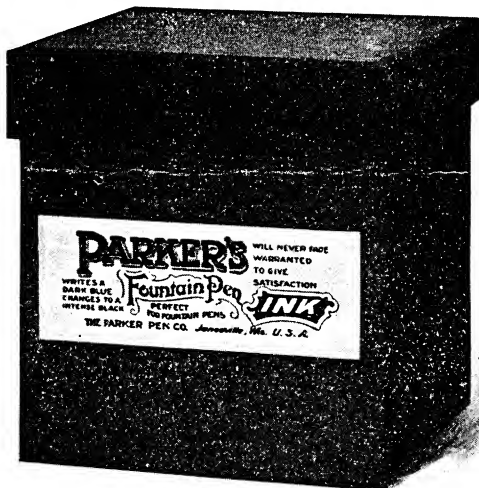
Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4 ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens. Retail at from 15 to 25 cents per bottle. Price to the trade, 90 cents per dozen, net. Try a few dozen. It will almost sell itself.

Do you pay Trust Prices?

We are not in the Ink Trust. Hence our price of **\$7.00** less 50 per cent. per dozen quarts on Writing Fluid, Combined Writing and Copying Fluid, **\$8.00** per dozen, less 50 per cent.

Send for complete list.



Two-Thirds Size.

Trade Discounts.

The following liberal discounts will apply to the Parker Pens:—In lots of $\frac{1}{4}$ dozen or excess 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pens in lots of $\frac{1}{4}$ dozen or excess $33\frac{1}{3}$ per cent. and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent. if the bill is paid within ten days from date, otherwise thirty days net.

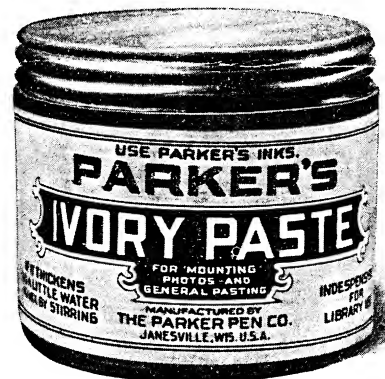
The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order \$50.00 worth or more of our goods will be entitled to highest quantity discount on all purchases, large or small.

Pearl Desk Holders.

Here is something that sells each year in great numbers. People buy them who are looking for something pretty. Our advice to the public has always been to buy a fountain pen instead of a desk pen. Still there remains the demand for the pearl goods just the same. The assortment which we have to offer you this year is a very nice one. They are nicely put up on a neat tray with easel. Tray is in colors, has metal ornaments, as shown in the engraving. You can sell these goods where you cannot sell a fountain pen to a certain class of trade, and it will pay you to order a dozen or two. They are put up in two sizes. The No. 1 assortment is shown in the engraving on opposite side. The pens are 14k. The stocks are of two varieties, part plain and part rustic. The No. 2 assortment contains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$7.00, and the price of the No. 2 is \$9.00. This includes handsome leatherette boxes. If Plush boxes are desired would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them, for they are really better than we represent them.

Parker's Ivory Paste

Answers every requirement that mucilage can be put to and ten times more convenient. Cleanly, fragrant, pure white. A wonderful seller where its uses become known, in office, library or home. Put up in handsome 4 ounce jars. Retail price, 20 cents. Net price to the trade, \$1.20 per dozen. Try one-quarter gross and you will soon order more. We cannot recommend this great convenience too strongly.



Two-Thirds Size.

Just a Personal Word.

Do you know we are advertising the Parker Pen right in your own town—right among your own customers? Just look at the advertising pages of Munsey, Saturday Evening Post, Literary Digest, Cosmopolitan, Success (we have in the December issue of the latter the entire second page of cover), and you will see that we do not forget your interests. If you are not among the grand army of more than 6,000 of the representative, wide awake, progressive dealers who now sell the Parker Pen—don't you think that *now* would be a good time to begin? We shall be delighted to have you with us, and we can demonstrate to your entire satisfaction that the Parker Pen will be a trade winner for you. We hope you will consider this a personal invitation to let us hear from you.

Sincerely yours,

Geo. S. Parker

SIDE TALKS

About the Geo. S. Parker Fountain Pens and Other Subjects.

December, 1900.

Janesville, Wis., U. S. A.

No. 29.

You Must Press the Button and the business will move!

THE next three weeks are sunshine and harvest. It means

WORK, HARD WORK

but the reward is sure. Push along on the line of the least resistance. Sell the goods people want, that give satisfaction, and pay a good profit. Make December the banner month of the whole year, yes of all your business career. A little more pleasant, a little more smiling, a little more attentive, and remembering

"THAT BY HELPING OTHERS YOU HELP YOURSELF"

you will find that this strange, yet old but comparatively unused law will work wonders in bringing to you a wealth of happiness as well as dollars. Will you please take the time to look in

Munsey's, Cosmopolitan, Success, etc.

and see the splendid large advertisements we are running to make the merits of the Parker Pen known to **your trade**. These same advertisements appear in several issues of well-known weekly publications like

**Collier's, Scientific American, Saturday Evening Post,
Literary Digest, and others.**

Remember, all of this advertising is done directly for your benefit, for it is all worded to "buy of your dealer." We want to help you make this month the largest, the best month ever known. Neglecting to have a full stock of Parker Pens for holiday trade means loss to you. Can we be of assistance?

Sincerely yours,



PARKER "Lucky Curve"

FOUNTAIN PEN makes an ideal

Christmas Present.

The time for Christmas giving is to many a most perplexing season. There is one thing that you can present, that you will make no mistake in selecting. It is a genuine

PARKER

"Lucky Curve" Fountain Pen

A good pen is a constant companion and a never ending source of pleasure and genuine comfort. A cheap or inferior pen will not do this, but it will write after a fashion—so will a shingle nail. The PARKER PEN is not a cheap pen, but good. It is made upon honor.

No. 021, price \$3.50 (shown on the left), is extraordinary value, is jointless, beautifully mounted with gold bands.

No. 020, same as above, without mountings, \$2.50.

No. 018, small size, \$2.00.

No. 30, price \$10.00, (shown on the right), one of the most beautiful pens ever made. It is indeed a pen of such rare beauty that a Queen might well feel proud to own. Barrel and cap covered with pure 18k gold of rare and rich design. Makes a present that would be treasured for a lifetime.

If your dealer will not supply you do not be induced to try something NOT so good, but order direct, and your order will have prompt attention and goods delivered post free.

Booklet Free.

We manufacture many styles of pens, some higher in price and some lower. The numbers mentioned above are special values.

The Parker Pen Co. 36 Mill St., Janesville, Wis.

From Munsey, Cosmopolitan, Saturday Evening Post, Literary Digest, Scientific American Collier's, etc. Full page ad. in Success.



The Geo. S. Parker Jointless Lucky Curve.

No Joints,
No Threads,
No Leaks.

Contains
These Patented
Improvements

ANTI-BREAK CAP
LUCKY CURVE FEED
SPRING LOCK

The November issue of SIDE TALKS contains cuts and illustrations of all pens made by us. If you have misplaced it we will be glad to mail you another copy. Herewith is a condensed list of goods for convenience sake.

Parker Jointless Lucky Curve Fountain Pens.

Parker Jointless No. 018,	\$2.00	Parker Jointless No. 025,	\$5 00
Parker Jointless No. 020,	2.50	Parker Jointless No. 026,	6.00
With manifold point same price.		Parker Jointless Shorthand and	
Parker Jointless No. 020, ladies'	2.50	Bookkeeper's Pen, large,	4.00
Parker Jointless No. 023,	3.00	"Hair-line," fine, medium, coarse or	
With manifold point same price.		stub point, as desired.	
Parker Jointless No. 024,	4.00	No. 021, Jointless, new, beauti-	
With manifold point same price.		fully mounted with gold bands,	3.50

Parker Old Style Fountain Pens.

No. 1 Plain Barrel, former price	\$3.00; reduced to	- - -	\$2.50
\$2.00; reduced to	\$1.50	No. 9, Gold Mounted,	4.00
No. 3, Ladies' size, former price	\$2.50; reduced to	- - -	3.00
- - -	2.00	No. 10, Twist,	6.00
No. 3, Chased Barrel, straight or	Silver, same pattern,	- - -	5.00
taper cap, former price \$2.50;	reduced to	- - -	3.50
- - -	2.00	No. 11, Aluminum,	6.00
No. 5, Spiral, black or mottled	Silver Dollar, upper or lower feed	- - -	1.00
rubber, former price \$3.00; re-	duced to	- - -	2.50
No. 6 Fountain, ladies' or gentle-	men's size, gold mounted,	3.00	No. 30, new, one of the most
No. 8, Hexagon, former price			beautiful pens ever made,
			10.00
			Fancy Plush Boxes, like cut,
			1.00

Fountain Pocket Holder.

No. 1 Pocket, 1 part, 10c; No. 2 Pocket, 2 parts, 15c; No. 3 Pocket, 3 parts, 25c. Subject to discount.

Pearl Desk Holders.

Beautiful assortment Pearl Desk Holders. No. 1 Assortment, \$7.00 per dozen. No. 2 Assortment, \$9.00 per dozen. Handsome leatherette boxes, \$2.50 per dozen extra. All net.

Fountain Pen Ink.

Parker Fountain Pen Ink. Especially prepared for use in Fountain Pens. Put up in 4 ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Price to the trade, 90 cents per dozen, net. Retail at 25 cents per bottle.

Ivory Paste.

Parker's Ivory Paste. Put up in handsome 4 ounce jars. Retail price, 20 cents. Net price to the trade, \$1.20 per dozen.

The more people in your city that know that you are agent for the Parker Pen, the more pens you will sell.

FIT FOR A QUEEN.

This cut shows our new No. 30, as shown in plush hinged box. This is the most beautiful and expensive pen we make. Indeed, it is a pen of such rare beauty that a Queen might well feel proud to own. The barrel and cap are covered with 18k gold in rich design. The sale of this pen will probably not be general, but for those who want something extra fine it fills the bill exactly. An inscription not exceeding twelve letters will be engraved on the barrel without charge. Price of No. 30, \$10.00; with plush and satin-lined box, \$1.00 extra. All subject to usual discount.

CUT REDUCED SIZE. ~~ES~~

